



SHORT SUPPLY CHAIN KNOWLEDGE AND INNOVATION NETWORK



Coordination from the regional node (Joint Technological Network “Alimentation locale”), in collaboration with INRA (Scientific priority on Urban food systems, Department Sciences for Action and Development):

- Yuna Chiffolleau, Research Director in economic sociology, INRA, and co-leader of the Joint Technological Network “Alimentation locale”
- Anaïs Echchatbi, PhD student in sociology, INRA



ICW « Consumers and society »

Thursday 14th of March, 2019 – ACTIA (Paris)

The objective of this workshop is to explore and to discuss the case of innovative collective short food supply chains carried by consumers, or in which they are deeply involved. What are these organisations? Which kind of consumers do they concern? To what extent do/could they favour more sustainable food systems?

9h: Meeting point in front of AgroParistech, 16 rue Claude Bernard, 75005 Paris (ACTIA's building)

10h – 12 h: Field visits (please choose one in the registration form)

- A. La Coop à Paris:** this associative food shop is located in a popular neighbourhood of Paris, gathers 450 members and has no salaried worker. It has been created in 2013 from an AMAP, from reflections about the way to change scale. Based on direct relations with small-scale farmers, mostly in organic farming, and on horizontal governance, it's selling fresh products, groceries, cosmetic and cleaning products, with 10% margin, and is open two evenings and two mornings per week. The visit is an opportunity to explore and discuss a new model of short food supply chains, but whose actors present as different from La Louve, cooperative supermarket inspired by Park Slope food coop in New York.
- B. Community garden:** located in a popular neighbourhood of Paris, this community and solidarity garden is animated by municipal agents, and is one of the cases of 'bottom-of-buildings' garden, favouring its accessibility by low-budget consumers. Also welcoming an AMAP once a week, the garden raises the question of social mixing in short food supply chains, which remains a challenge. The visit is an opportunity to discuss both with municipal agents, the national association *Si T'es Jardin* favouring the development of community gardens in cities, and consumers.
- C. Students' AMAP:** this student association for the preservation of peasant agriculture was founded by a group of higher education students willing to combine their student life with a concern for food, social solidarity and governance. The AMAP provides with more than 200 vegetables basket each semester and is built on long-term relationships with a local farm distributing two students' AMAP within Paris. The association relies entirely on self-governance. The functioning of the deliveries is based on students' participation, through both volunteering of the beneficiaries of the AMAP and the implication of members of the association. The visit will thus provide with insights on deep implication of consumers, questioning degrees of implications among groups of consumers and advantages and brakes of consumers' involvement in short food supply chain labour organisation.
- D. Purchasing group:** Inspired by the values of AMAPs and functioning with standards of Italians' Solidarity Purchasing Groups, Corto Paris was founded in 2013 to favour consumers' organisation for local purchasing groups of quality products coming from Italy. The association, handled and managed by consumers, is conceived as a cluster both for committed food producers and for consumers willing to create a local purchasing group. Each local group of consumers related to Corto is in charge of order and delivery processing. The visit will deal with problematics of change of scale for short food supply chains as well as of solidarity between different territories. As Corto's will is to provide with one model of purchasing groups to spread, it questions as well the possibility of replication of consumers' involvement in various local contexts and the ability of spreading logics to maintain high quality standards regarding short food supply chains.

12h – 14h: Lunch at ACTIA

14h –17h: Debriefing, presentations and perspectives

Yuna Chiffoleau, INRA: Consumers' involvement: a new step in the development of short food supply chains?

Anaïs Echchatbi, INRA: Integrating consumers' commitment into new economic models for local food systems

Allison Loconto, INRA (*to be confirmed*): Exploring 'prosumption': Reconfiguring labor through rural-urban food networks?

With the participation of Martine François (GRET), Mona Tourni (Réseau AMAP Ile-de-France), Frédéric Wallet (INRA), Brenno Fonseca (INRA).